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THE STORY OF

*Tuberous
Begonias*

CARLTON E. LOWE

CRISPA UNDULATA.

Pink. 25c. each

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RECEIVED
☆ MAR 27 1939 ☆

CRISPA. Red. 25c. each Department of Agriculture.



LOWE'S GREENHOUSE and NURSERY

CHAGRIN FALLS • OHIO

Telephone—Long Distance: Bainbridge 272

BRILLIANT BLOSSOMS FOR SHADY PLACES

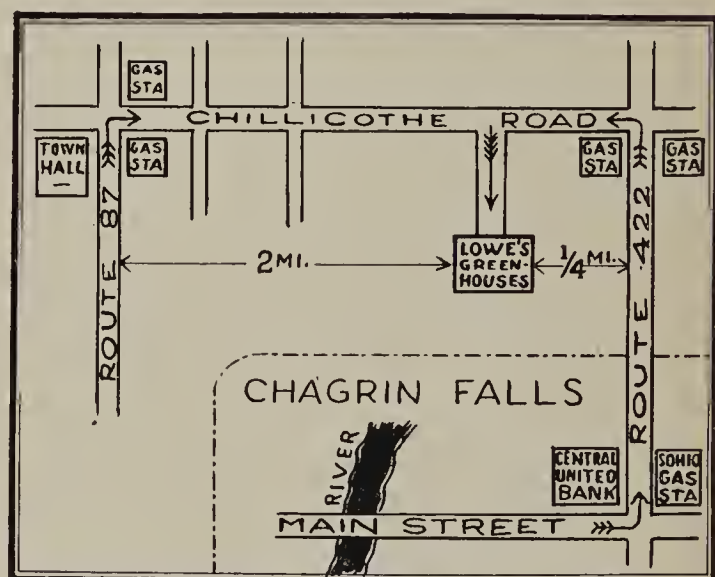
TUBEROUS-ROOTED BEGONIAS are the answer to the gardener's prayer for something that will bloom in the shade. The flowers are large, sometimes 9 to 10 inches across, and bloom all summer, standing well above the thrifty foliage. They excite favorable comment wherever they are planted. There seems to be an idea that these Begonias are difficult to grow, caused, probably, by the exotic appearance of the glorious flowers, some of which look as if moulded of wax, others so velvety that they seem to be cut from royal cloth.

Our grandmothers grew Tuberous-rooted Begonias in years gone by, but only from imported bulbs. Then the United States Quarantine Law forbade their importation, along with other hard-to-disinfect bulbs, and caused the Tuberous-rooted Begonia to be temporarily forgotten. It is only in recent years that we have learned to grow these brilliant blossoms from seed. Now, anyone can have them in all their beautiful colorings, if proper attention is given to their simple needs of water, food, and shade.

While in service overseas, during the World War, Carlton Lowe noticed the wonderful fields of Tuberous-rooted Begonias in Belgium, growing with apparently little care. Upon inquiry he found that seed could still be imported into the United States. Returning here, he struggled for 8 years to get the first blossom from seed. Then success crowned his efforts, and from that start the culture of Tuberous-rooted Begonias has developed so greatly that the American-grown seed and bulbs far outclass the foreign varieties.

LOWE'S Greenhouse and Nursery · Chagrin Falls, Ohio

Specialists in Tuberous Begonias and Potted Annuals



How to Reach LOWE'S Greenhouse and Nursery

Follow Route 422 to Route 306, 3 miles east of Chagrin Falls, Ohio; turn north.

The greenhouses are about one-half mile down, on the west side of the road.

←
Planting of Tuberous-Rooted
Begonias



Begonia crisa undulata. 25c. each

BEGONIA CRISPA Illustrated on cover

The largest blooms of all the Tuberous-rooted Begonias, sometimes 10 inches across. The male bloom has a center of closely bunched yellow stamens, the size of a marble. Crispa has four petals. The large male bloom is generally set above one or two smaller female blooms, females sometimes with five petals.

Available in separate colors of:

- | | | |
|--------|---------|---------|
| White | Scarlet | Salmon |
| Yellow | Rose | Crimson |
| Pink | Orange | Copper |

BEGONIA CRISPA UNDULATA

A good-sized single ruffled type. Although blooms are not quite as large as *Begonia crisa*, it is fully as pretty, for it has a ruffled edge, which makes up for its slightly smaller size. This type is in special demand.

This variety is available in the following separate colors:

- | | | |
|---------|--------|--------|
| Crimson | Yellow | Orange |
| Scarlet | White | Pink |
| Rose | Salmon | Copper |



**BEGONIA CRISPA
UNDULATA
MARGINATA**

White or Yellow

This variety is of the single ruffled type, but with very distinct markings. The yellow is a four-petal variety. It is lemon-yellow from the center of the bloom to within one-quarter inch of the edge, which is reddish bronze, making a very striking color combination. The white is white from the center to within a quarter of an inch of the edge, which is clear pink. This type or variety is generally the first seen when visitors enter our greenhouse. Everyone seems to single out and exclaim over this variety, regardless of where it may be located.

Begonia, Fascination or Crispa undulata Marginata. 25c. each

**BEGONIA CRISPA
CRISTATA**

In this variety the male bloom has two small petals on the sides, with the top and bottom ones somewhat larger. Together they look as if someone had taken several petals and shirred them together and then pasted them to the base of other petals, giving a tufted or coxcomb effect. The blooms measure 3 to 5 inches across. Available in separate colors as follows:

Crimson	White	Pink
Yellow	Copper	Orange
Rose	Salmon	Scarlet

Begonia crispa
cristata. 25c. each





Begonia crispa narcissiflora. 25c. each

BEGONIA CRISPA NARCISSIFLORA

One of the newest types developed, with the center petals arranged somewhat like the trumpet of a daffodil, hence its name. Upon seeing this type in bloom, especially in the pastel shades, people always remark upon its resemblance to the orchid, with its flaring structure or formation. Comes in separate shades.

Yellow-Salmon Shades
Salmon Shades
Orange-Salmon Shades
Red Shades

BEGONIA FIMBRIATA PLENA

This is the Double Ruffled or Carnation-flowered type, having full double flowers with fringed petals resembling a carnation. It is the most popular and sought-after white variety for bridal bouquets. It is one of the varieties you will just have to have, once you have seen it in bloom. Available in the following colors.

Dark Red	Orange
Yellow	Scarlet
Rose	Salmon
White	Pink
Copper	Blush



Begonia, Double fimbriata plena, Carnation-Flowered. 25c. each



Begonia,
Giant Double or
Camellia-flowered
25c. each

BEGONIA, GIANT DOUBLE or CAMELLIA-FLOWERED

The blooms run from 5 to 8 inches across, and it is by far the most popular and sought-after of the whole Tuberous-rooted family. In some, the solid mass of velvety petals resembles a very double rose,

some are like water-lilies, while others resemble the popular gardenias and solid-colored camellias. All are very beautiful. Available in the following separate colors.

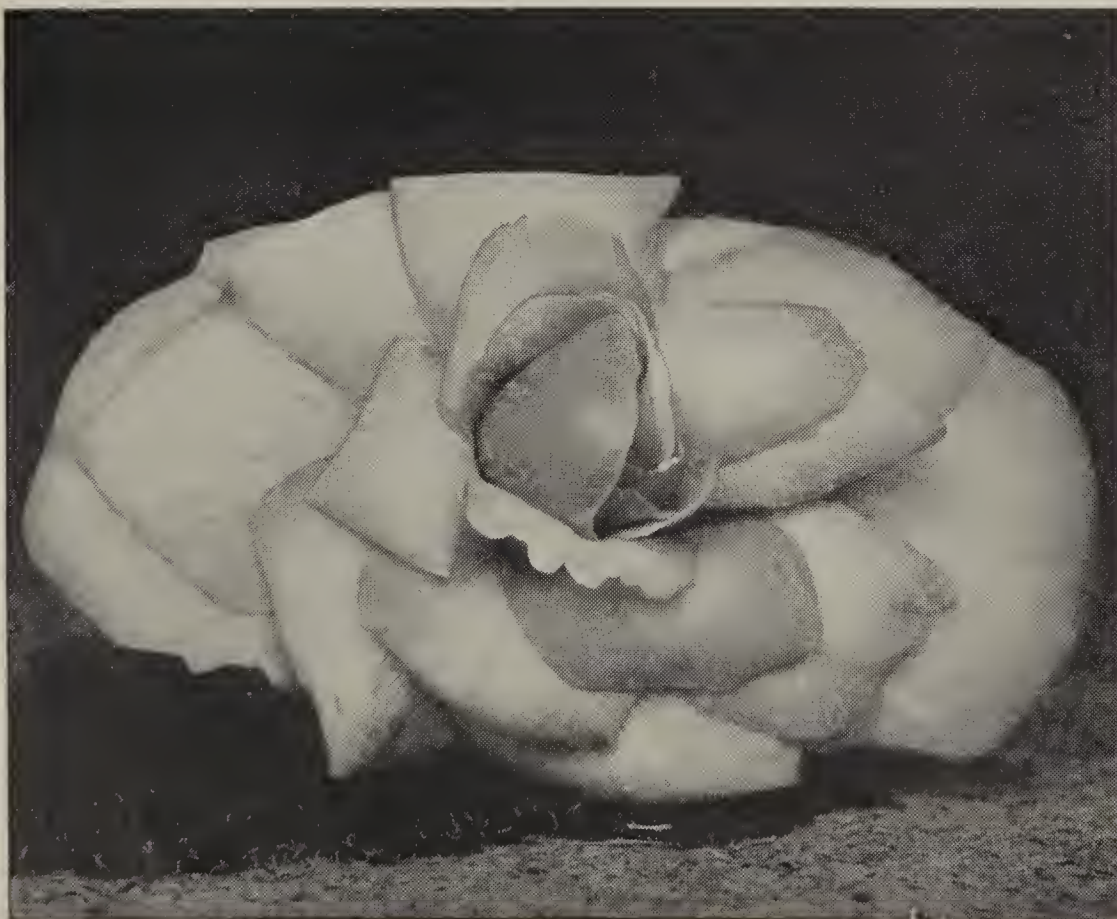
Scarlet	Crimson	Light Pink
Carmine	Salmon	Copper
Rose	White	Yellow
Orange		

Also in various combinations of blended shades, such as: Flame-Orange, Yellow-Salmon, Copper-Salmon, Crimson-Rose, etc.

BEGONIA BOUTON DE ROSE

This is the rosebud type. It is a very sturdy grower with the bloom appearing much like a half-open rose of most exquisite form. This variety is distinct from Camellia-flowered types because of its two-toned pastel shades, the face of the petals being a soft light shade, while the back is a deeper blending shade, giving a remarkable bicolor effect. It is available in the following shades:

Blush	Light Salmon
Pink	Dark Salmon
Rose	



Begonia, Rosebud. 25c. each

BEGONIA, DOUBLE PICOTEE TYPES

This is another variety of the Tuberous-rooted Begonia that we are listing this year. It is a combination of contrasting colorings, either marbled, spotted, or edged, varying in form from the Giant Double to the Rosebud.

Listed in: Red Shades

Rose Shades

Salmon Shades

BEGONIA, DOUBLE PICTA

Although somewhat like the Begonia Marmorata, Picta is a very distinctive type. The coloring is similar, but this variety has a deep rose base color, covered entirely with white spots instead of white marbling.



Begonia, Double Picta. 25c. each



Begonia Double Marmorata. 25c. each

BEGONIA, DOUBLE MARMORATA

From the above Picotee class has separated Begonia, Double Marmorata, a marbled variety. The bloom is 3 to 5 inches across, the main color being a medium rose which is marbled with creamy white. The amounts of rose and white markings vary but otherwise come very true to type.



Begonia pendula. 25c. each

BEGONIA PENDULA

The hanging type. Blooms are generally 2 to 3 inches across, hanging from thin, wiry stems that swing and sway in the breeze like a pendulum. At first this plant will grow upright but as the season advances the stems lengthen and droop from the weight of the bloom. This

Begonia, with its myriads of drooping flowers, makes an ideal variety for the edge of a porch-box or the sides of a hanging-basket. A shaded spot in the rock-garden, where the sprays of bloom can droop over a rock, is just about as satisfying a location as one could imagine.

Available in: White
 Yellow Orange

Pink Rose
Scarlet Crimson

VISITORS

Visitors are always cordially invited. During May and June the greenhouses will be filled with seedling plants of Tuberous-rooted Begonias and many thousands of potted annuals ready for the planting season.

From the latter part of June to frost our lath-house will be a show-place with thousands of blooming Tuberous-rooted Begonias of all types and colors, and truly a marvelous sight.

Come to see us while these glorious flowers make a veritable flower show. We are proud of our outstanding strains of Begonias, Gloxinias and other plants and invite comparisons for our mutual good.

Garden Club Lectures

We have assembled, over a period of years, a motion-picture film dealing with the culture of Tuberous-rooted Begonias which we use in connection with garden club talks. This film starts with the planting, transplanting, and potting of the seedling plants. The last half of the film is in natural color, showing methods of use, such as in foundation planting, hanging - baskets, vase arrangements, and corsages. The film and talk take up about an hour, after which the meetings are open to questions. These talks are available by appointment—except during May and June—with a small charge to cover expenses of transportation, etc.

TUBEROUS-ROOTED BEGONIAS

Cultural Information

This is what experience has taught us as the most successful culture of Tuberous-rooted Begonias in the northern half of the United States, especially in and around the region of the Great Lakes:

The plants, when started, should not be planted outdoors until June 1, as a sudden drop of temperature that we are apt to have before June 1, would give them a very definite check. This can be avoided by waiting a few days longer for more settled weather. They must be planted in shade, receiving good light but no direct sunlight—the north side of a wall, hedge or building or under trees, provided the branches are not too close to the ground where the light is broken up by filtering through leafy branches. They also must have good air-circulation but dislike strong wind, as that may snap the stems at top of the soil. It is well, on planting outside, to stake immediately, especially if they receive any amount of breeze, for the continual swaying is apt to injure cells at top of ground, and with an excessive rainy spell thereby provide an entrance for damp-off fungus. By keeping them staked, this can be nearly all prevented. The plants require a porous, well-drained soil such as $\frac{1}{3}$ stone or gravel (garden pea to hickory nut in size), $\frac{1}{3}$ clay loam, $\frac{1}{3}$ rotted cow-manure or Peat Moss. If cow-manure is not available, use Peat Moss for humus and then add 1 pound Super Phosphate to 1 bushel of soil for fertility.

These plants are heavy feeders and can take a good deal of water, as the succulent-type foliage will indicate, but I would advise growing on the dry side until experience has taught how much water they should receive. If you want to give supplementary feeding, I find that liquid cow-manure-water, applied once a week from forepart of July on, is very beneficial. However, I find that more damage is done by over-feeding than by under-feeding. When first planted outdoors, keep surface of soil only moist until the plants have become well established, then heavier waterings may be justifiable.

One very important thing to remember with regard to cultivation is that it is best to just pull the weeds that grow around the plant, but do not disturb the soil any more than is necessary. Don't hoe or loosen the soil around the plant, trying to get rid of weeds that way, as the Tuberous-rooted Begonia is a very shallow-rooted plant and any disturbing of the soil surface is bound to break or injure a good many of the small feeding roots of which some will appear at the surface. So don't cultivate; just weed.

As the season advances and we run into hot, dry weather, oftentimes buds form but drop off before they have opened, and this is due almost entirely to the lack of humidity in the air. This can be overcome to a great extent by spraying the blooms and foliage with a fine misty spray once or twice a day, raising the humidity around the plant. Don't spray enough for much water to reach the soil. This is the main reason why the Tuberous-rooted Begonia does not make a good house-plant—the atmosphere is altogether too dry in the average home.

The Tuberous-rooted Begonia blooms appear in clusters of two or three to the stem, the larger center one being the male bloom and the one or two side ones being the female. The female blooms very rarely have more than five petals, regardless of variety, and are a great deal smaller. They are not essential because both male and female blooms lack honey and odor, and do not attract the bees, which, in turn, do not carry pollen, and so it is very rarely that the female bloom develops seed under these

conditions. Therefore, to get the best and biggest bloom, remove the small female bloom as soon as possible. In other words, disbud as you would roses or chrysanthemums. This will increase size and lasting qualities greatly.

If Begonias are to be used as cut-flowers, pick early in the morning, leaving at least $\frac{1}{2}$ inch of stem on plant, which will mature and fall off, leaving no open wound. Spray the blooms lightly with water as they absorb more moisture through the petals than through the stem, then place in refrigerator for a period of 2 to 3 hours to help them harden up. When needed they may be removed and used for table decorations, bridal bouquets, corsages, etc., holding up much longer than any other flower at this time of year. If they have wilted some during the day's wear, spray again with water and place in ice-box to revive. It is possible to use same corsage two or three times.

The Tuberous-rooted Begonia will bloom from planting-time until frost cuts it down in the fall, increasing in size and in number of blooms as the season advances. Normally, the plants mature about the middle of November, but in most localities we have frost much before that time and therefore the bulbs are not mature, making it very difficult to carry them through the winter, so people have begun, in many cases, to consider them as annuals, trying to carry over all the bulbs possible, but realizing they are not apt to have much success.

If desirous of carrying over some special or individual bulb, try, by digging plant before frost with a large ball of soil, and potting or placing in a box, and gradually withhold water until growth has died down entirely. Then remove from soil, wash off, taking care not to bruise tuber, dry in sunlight for a day or two, and store in open boxes or baskets in a cool dry place, being sure all particles of stem are removed.

Cut-Flowers

Tuberous-rooted Begonias are unexcelled as summertime cut-flower material because of their lasting qualities. They last from 5 to 10 days if floated in rose-bowls or shallow plates of water. Also wonderful material for corsages, brides' and bridesmaids' bouquets. The double and Fimbriata type are mostly preferred because of their slightly longer lasting qualities. We ship freshly cut flowers from June 20 until frost to any place in the United States, using 12 to 14 large blooms of assorted or specified varieties or colors on a bed of white shredded wax paper, making a most beautiful gift-box.

Price per box \$2.00 F.O.B. Cleveland. Can ship to all parts of Ohio with great success by Express, and by Air Express to New York, Chicago, Philadelphia. Approximate Air Express to New York is \$1.50 per box, F.O.B. Cleveland; Chicago being \$1.25 per box, F.O.B. Cleveland.



Gloxinia, Tigrina Type. 25c. each



Gloxinia, Standard Types. 25c. each

GLOXINIAS

GLOXINIA, New Tigrina Type Spotted and Netted

For size and beautiful form of flower they are superior to the solid colors, with greater variation of color combinations. We are now offering the following group of shades.

Pink Shades	Rose Shades
Crimson-Rose Shades	Blue Shades
Lavender Shades	Violet Shades

GLOXINIA, Standard Varieties

The varieties offered in this group are the best and have been selected after intensive tests from various sources. They are constantly being improved by crossing and reselection every year.

Mont Blanc. Clear, glistening white.

Blanche de Meru. Pinkish rose, white throat.

Etoile de Feu. Light scarlet. Compact growth.

Roi des Rouges. Brilliant crimson-scarlet; large flower beautifully frilled.

Princess Elizabeth. Light blue, white throat.

Violacea. Soft violet.

Prince Albert. Darkest violet. Beautifully frilled.

Empereur William. Violet, bordered white.

Empereur Frederic. Scarlet, bordered white.

Carmine. Very large flower; bright crimson-rose with white throat.

GLOXINIA CULTURAL DIRECTIONS

Gloxinia culture is very similar to that of the tuberous-rooted begonia in soil requirements and shade requirements, but they differ in that the Gloxinia should be used as a house-plant, where care is taken not to let water touch the foliage, for that will cause the leaves to spot. Upon receipt of Gloxinia plants they should be shifted to a larger pot, using tuberous-rooted begonia soil, kept in the house in an eastern, western, or northern exposure. When watering the plant, pour water on soil and let drain through. It is well to spray Gloxinia plants with a Nicotine solution to prevent thrip and aphid. When plants have finished blooming, withhold water slowly and set aside pot and all in a cool, dry place and forget until February or March when they may be started again.

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Your Choice

Specimen Seedling Plants, from 3-inch pots, all types and colors, at these prices:

BEGONIAS and GLOXINIAS

25c. each, \$2.75 per doz., \$18 per 100

3 per cent Ohio Sales Tax must be paid on all retail orders from Ohio. Terms cash or satisfactory reference.

SHIPMENTS BY EXPRESS

Shipments will start about June 1 and continue in rotation as fast as plants can be packed. No shipments will be made on Friday or Saturday.

All plants are shipped by Express, charges collect.

Plants are carefully packed as follows: The 3-inch clay pots are removed and the ball of soil carefully transferred to a 3-inch paper pot. Then each plant is wrapped individually and packed upright in a well-ventilated crate. No

charge is made for this crating. We have made shipments as far as Washington State, and material arrived in perfect condition.

Trueness to Name and Color

No warranty can be made as to trueness of color and type, but all possible precautions are taken to insure trueness. Seedling plants come 95% true. Claims, if any, must be made immediately upon receipt of goods. In no case will we be responsible for more than the purchase price of the stock.

SHADE-LOVING BEGONIA COMPANIONS

There are a few plants such as Torenia, Heliotrope, and Fuchsia that will stand the same amount of shade and same type location as the Tuberous-rooted Begonia, and can be used very well with them. For instance, as long as there is no blue color or variations and no odors to the Tuberous - rooted Begonia, heliotrope plants mixed in the bed make a very pleasant addition to such a planting.

Torenia may also be used in the foreground, with their blue viola-like faces; with heliotrope interspersed and with the fuchsia standards for a background they give a very pleasing effect.

POTTED ANNUALS

The Better Old Varieties The Best New Varieties

Torenia. Good bloomer in shade or sun. The little monkey-faced blue flower with yellow throat.

Hunnemannia. A wonderful yellow bedding plant in sun. The best Poppy for cut-flowers.

Verbena venosa. Combines wonderfully with Hunnemannia. A hardy lavender-blue Verbena.

Petunias, Dwarf Giants, Silver Blue, Celestial Rose. Many varieties. In fact, all the newest and best.

Rustproof Snapdragons. In separate colors. By far the best for outdoor planting.

Heliotrope, Fuchsia, Lantana, Zinnia, etc.



Giant Single Frilled. 25c. each



Double Carnation-Flowered. 25c. each

LOWE'S SUPER BEGONIAS



Double Camellia-Flowered, Yellow. 25c. each



Double Camellia-Flowered, Red. 25c. each

TUBEROUS-ROOTED BEGONIAS, new national favorite and believed the most exotic of glorious flowers, are easy to grow.

They thrive in shady places, without direct sunlight, so the north side of house or hedge, under trees and where beauty and color are most needed, are the locations to grow these exquisite creations.

Order your choice of color shades in singles, doubles, Camellia-flowered or other forms; also Gloxinias.

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